

ORDER



Orders
Order / Rev: 722665
Alt Order #: 06376555
Product Desc: BACHMANN FOR CONGRES
Estimate: 2930
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Strategic Media Placement LLC
Buying Contact:
Billing Contact:
 3946 North Hampton Drive
 Powell, OH 43065

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: BACHMANN,M/R/CON
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	77	\$76,610.00	\$65,118.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	77	\$76,610.00	\$65,118.50	0.00
Totals	77	\$76,610.00	\$65,118.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/17/12	10/19/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	--WTF--	:30	6	\$250.00	P-4	0.00	NM	6	\$1,500.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					6	\$250.00		0.00			
2	KARE	10/22/12	10/22/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	M-----	:30	2	\$350.00	P-4	0.00	NM	2	\$700.00
2X MAX/DAY RATE REVISION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					2	\$350.00		0.00			
3	KARE	10/17/12	10/19/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	--WTF--	:30	6	\$850.00	P-4	0.00	NM	6	\$5,100.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					6	\$850.00		0.00			
4	KARE	10/22/12	10/22/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	M-----	:30	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
2X MAX/DAY RATE REVISION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					2	\$1,000.00		0.00			
5	KARE	10/17/12	10/19/12	Today Show Today Show	CM	7-9a	--WTF--	:30	5	\$800.00	P-4	0.00	NM	5	\$4,000.00
2X MAX/DAY:W,F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					5	\$800.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KARE	10/22/12	10/22/12	Today Show Today Show	CM	7-9a	M-----	:30	2	\$800.00	P-4	0.00	NM	2	\$1,600.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	2		\$800.00		0.00						
7	KARE	10/20/12	10/20/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	-----S-	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	2		\$175.00		0.00						
8	KARE	10/20/12	10/20/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	2		\$450.00		0.00						
10	KARE	10/17/12	10/18/12	Days of Our Lives Days of Our Lives	CM	12-1p	--WT---	:30	2	\$315.00	P-4	0.00	NM	2	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WT---	2		\$315.00		0.00						
11	KARE	10/22/12	10/22/12	Days of Our Lives Days of Our Lives	CM	12-1p	M-----	:30	2	\$300.00	P-4	0.00	NM	2	\$600.00
THE TONIGHT SHOW RATE REVISION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	2		\$300.00		0.00						
12	KARE	10/17/12	10/19/12	M-F 4-430p KARE 11 4 News	CM	4-430P	--WTF--	:30	2	\$360.00	P-4	0.00	NM	2	\$720.00
CANX 1 SPOT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	2		\$360.00		0.00						
13	KARE	10/22/12	10/22/12	M-F 4-430p KARE 11 4 News	CM	4-430P	M-----	:30	1	\$525.00	P-4	0.00	NM	1	\$525.00
RATE REVISION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$525.00		0.00						
14	KARE	10/17/12	10/19/12	M-F 430-5p Jeopardy	CM	430-5P	--WTF--	:30	3	\$850.00	P-4	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	3		\$850.00		0.00						
15	KARE	10/22/12	10/22/12	M-F 430-5p Jeopardy	CM	430-5P	M-----	:30	1	\$1,350.00	P-4	0.00	NM	1	\$1,350.00
RATE REVISION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,350.00		0.00						
16	KARE	10/16/12	10/19/12	M-F 5-530p KARE 11 5 News	CM	5-530p	-TWTF--	:30	4	\$1,450.00	P-4	0.00	NM	4	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWTF--	4		\$1,450.00		0.00						
17	KARE	10/22/12	10/22/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	:30	1	\$1,800.00	P-4	0.00	NM	1	\$1,800.00
RATE REVISION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,800.00		0.00						
18	KARE	10/16/12	10/19/12	M-F 6-630p KARE 11 6 News	CM	6-630p	-TWTF--	:30	4	\$1,450.00	P-4	0.00	NM	4	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWTF--	4		\$1,450.00		0.00						
19	KARE	10/22/12	10/22/12	M-F 6-630p KARE 11 6 News	CM	6-630p	M-----	:30	1	\$1,975.00	P-4	0.00	NM	1	\$1,975.00
RATE REVISION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,975.00		0.00						

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19	KARE	10/22/12	10/22/12	M-F 6-630p KARE 11 6 News	CM	6-630p	M-----	:30	1	\$1,975.00	P-4	0.00	NM	1	\$1,975.00
RATE REVISION															
20	KARE	10/20/12	10/20/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-			1			\$900.00		0.00			
21	KARE	10/21/12	10/21/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S			1			\$900.00		0.00			
22	KARE	10/16/12	10/19/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	-TWTF--	:30	4	\$1,700.00	P-4	0.00	NM	4	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--			4			\$1,700.00		0.00			
23	KARE	10/22/12	10/22/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	M-----	:30	1	\$2,150.00	P-4	0.00	NM	1	\$2,150.00
RATE REVISION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----			1			\$2,150.00		0.00			
24	KARE	10/20/12	10/20/12	Sat 630-7p MN Bound	CM	Sat 630-7p	-----S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-			1			\$450.00		0.00			
E 25	KARE	10/21/12	10/21/12	Football Night in America Football Night in America	CM	6-715P	-----S	:30	1	\$1,850.00	P-4	0.00	NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S			1			\$1,850.00		0.00			
26	KARE	10/21/12	10/21/12	NFL Regular Season Fo NFL Regular Season Footba	CM	715-1030P	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
THE TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S			1			\$5,000.00		0.00			
27	KARE	10/16/12	10/19/12	M-F 10-1035p KARE News 10p	CM	10-1035P	-TWTF--	:30	4	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--			4			\$2,000.00		0.00			
28	KARE	10/22/12	10/22/12	M-F 10-1035p KARE News 10p	CM	10-1035P	M-----	:30	1	\$3,150.00	P-4	0.00	NM	1	\$3,150.00
RATE REVISION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----			1			\$3,150.00		0.00			
29	KARE	10/20/12	10/20/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$2,475.00	P-4	0.00	NM	1	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-			1			\$2,475.00		0.00			
30	KARE	10/16/12	10/19/12	Tonight Show Tonight Show	CM	1035pm-1135pm	-TWTF--	:30	4	\$675.00	P-4	0.00	NM	4	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--			4			\$675.00		0.00			
31	KARE	10/22/12	10/22/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$1,125.00	P-4	0.00	NM	1	\$1,125.00
RATE REVISION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----			1			\$1,125.00		0.00			
32	KARE	10/21/12	10/21/12	MN Bound MN Bound	CM	1105P-1135P	-----S	:30	1	\$600.00	P-4	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S			1			\$600.00		0.00			

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33	KARE	10/17/12	10/19/12	M-F 10-11a TODAY	CM	10-11a	-- WTF--	:30	4	\$100.00	P-2	0.00	NM	4	\$400.00
ADD 3 SPOTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	-- WTF--		4			\$100.00			0.00			
34	KARE	10/19/12	10/19/12	Fri Prime GRIMM	CM	8-9P (8:00 PM-9:00 PM)	---- F--	:30	1	\$1,710.00	P-4	0.00	NM	1	\$1,710.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	---- F--		1			\$1,710.00			0.00			
35	KARE	10/21/12	10/21/12	Chris Matthews Morn Chris Matthews Sa/Su 430a-12p	CM	430a-12p Sa/Su (11:30 AM-12:00 PM)	----- S	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	----- S		2			\$250.00			0.00			
Totals														77	\$76,610.00